

ANNUAL REPORT 2023-2024

SEPTEMBER 2024

Canadian Live
Music Association

Contact

staff@canadianlivemusic.ca
canadianlivemusic.ca

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MUSIC YEARS
ASSOCIATION

LETTER FROM THE CEO

We are 10 years old! Founded in 2014, I remember the early days, working on creating the organisational building blocks, talking to industry—one new member at a time, and helping to fill the big tent we have become. 2014, the year the incomparable Tanya Tagaq won the Polaris Prize, Robin Williams died and Apple released its—wait for it—iPhone 6.

Every annual cycle has been met with challenges and successes (some more than others, ahem). If I could sum up the past year? I would use words like “exhale”, “proactive vs reactive”, and “fierce”. Exhale because we could finally adjust the pace.

There will always be fires, but we had the time and space to consider longer-term, member-driven solutions. Proactive (vs. reactive) because we could use that same time to plan, to be intentional (instead of living inside a pinball machine). Fierce—my favourite word of the year—because we dove headfirst into months of strategic, collaborative advocacy, making exponential gains. Increases to the Canada Arts Presentation Fund and Canada Music Fund, greater recognition of the role of live music in the ecosystem, strategic partnerships, and deepened relationships with government.

The work is never finished, but as we take a moment to look back, we can see how our efforts have had great impact. And impact, along with value, is what we strive to deliver to you, our members, every day.

We remain inspired by you, and by the remarkable artists whose live performance binds us all.



ERIN BENJAMIN
President & CEO | CLMA

CLMA STAFF

DIRECTOR, MEMBERSHIP & INDUSTRY RELATIONS

Maddy Oliver

CONSULTANT, RESEARCH & ADVOCACY

Sergio Parra

CONSULTANT, DIGITAL COMMUNICATIONS

Jasmine Ung

CONSULTANT, PROGRAMMING

Erin Coyle (2023-24)

CONSULTANT, GRAPHIC ARTIST

Katelyn O'Brien

CONSULTANT, PROGRAMMING

Yvette Angela (present)

BOARD OF DIRECTORS

CHAIR

Nick Farkas | evenko

VICE-CHAIR

Tarun Nayar | 5X Festival

VICE-CHAIR

Patti-Anne Tarlton | Ticketmaster

TREASURER

Marc Gertner | Live Nation

SECRETARY

Dan Moutlon | Crestview Strategy

MEMBER-AT-LARGE

Sam Bajjal | Hillside Festival

MEMBER-AT-LARGE

Jon Weisz | Indie Montreal; Les SMAQ

Kerry Clarke | Calgary Folk Fest

Troy Greencorn | deCoste Performing Arts Centre

André Guérette | Paquin Artists Agency

Victoria Lord | Ebery & Lord

Jarrett Martineau | Chan Centre

Miro Oballa | Taylor, Oballa, Murray & Leyland LLP



NICK FARKAS

Chair, CLMA | VP Concerts & Events, evenko

"Live Music is the backbone of the music industry. One of the greatest parts of doing what we do is watching the interaction between the fans and the artists; the Canadian Live Music Association allows us to help this vibrant part of the business continue to grow. It's been a privilege and honour to serve the CLMA as chair, and as a founding member of this incredible organisation. The work of the CLMA will continue to be ever-more important as we work together to tackle challenges and embrace the opportunities of our future together."



ABOUT THE CLMA

CELEBRATING 10 YEARS OF LEADERSHIP

The Canadian Live Music Association is the voice of Canada’s live music industry, advancing and promoting its many economic, social, and cultural benefits.

This year, the CLMA celebrates its 10th year of operation. It was founded in 2014 as a champion for the collective mission of the live music industry, for-profit and not-for-profit. It serves as an expert resource for its members, including venues, promoters, festivals, presenters, talent agents, industry associations, and suppliers.

Advocacy efforts focus on policy advancement, funding, public awareness, research, and activities that unite, highlight, and galvanize the work of the live music sector - because a united voice is a strong voice.

MEMBERSHIP HIGHLIGHTS

In January, the CLMA evolved its membership structure for the first time since its inception. Changes were required to ensure the organisation could continue to service the live music ecosystem equitably, from independent venues to large organisations, while resourcing the association for continued growth and impact.

CRITERIA	PREVIOUS	NEW
Categories & fees	Member Associate Member Industry Association Supplier	Based on annual revenue
Votes	Full members only	All members
Benefits	Different access depending on category	Same access for all



* MEMBER PORTAL

To help modernise administrative systems, the association migrated its membership onto “Member365”, a Canada-based company. This has contributed to a substantially more streamlined member experience like renewals and payments, events registration, and access to benefits. The change has helped to reduce administrative load and simplified reporting.

* MEMBER ENGAGEMENT

The CLMA has developed new strategies to directly engage members and involve more staff at member organisations. This includes the new Member Meetings Program, The Next Stage and Live U programming, and strategic use of the CLMA member portal.

FINANCIAL HIGHLIGHTS

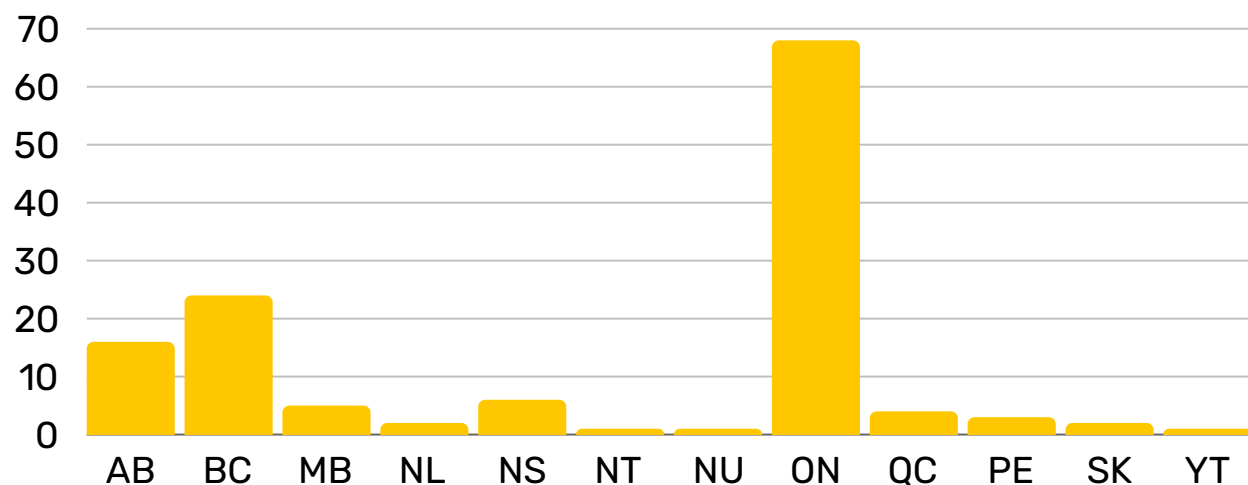
After several years of surpluses, the CLMA incurred a planned deficit this year for two primary reasons: COVID support programs that increased the CLMA's overall operating budget were fully phased out, and the CLMA increased programs and services which required hiring additional contractors. Major research projects were also undertaken, whose budgets span 2 fiscal years, with deferred revenue and expenses to be incurred in 24-25.

Despite stable membership growth and structural changes to categories and fees, the organization also saw a slight decrease in membership dues collected, primarily due to the deferral of dues-related revenue both from the prior year and those which were moved into the current fiscal year (24-25). The association drew on its surplus to manage the deficit, ending the year with net assets of \$366,489 (vs \$425,398 from the year prior).

The 23-24 audited statements were prepared by Andrews & Co., longtime CLMA accountants.

Notable this year was the transition from "Notice to Reader" to "Audited Statements". The CLMA will proceed with fully audited statements moving forward. The change reflects both the maturation and increased activity of the association.

The CLMA expects to mitigate future deficits by increasing traditional and new sources of earned revenue, maximizing government grant opportunities, and increasing value for members through advocacy, programs and services, and business development activities purpose-built for live music companies, organizations, and stakeholders.



ADVOCACY & AWARENESS

The CLMA is the voice of Canada's live music industry. The following are highlights of the CLMA's advocacy efforts on behalf of members in the 2023-2024 year:

* BUILDING RELATIONSHIPS WITH GOVERNMENT

Met regularly with members of federal, provincial, and municipal governments to communicate the economic, social, and cultural value of live music and to consult on issues impacting the sector.

* BILL C-11, INTERVENTION

Strongly advocated for live music to be integrated and included as part of the "Path Forward: Supporting Canadian and Indigenous content through base contributions" Online Streaming Act (formerly Bill C-11)

* SETTLEMENT WITH RE:SOUND

Finalised lengthy negotiations with Re:Sound, on neighbouring rights tariffs for the use of recorded music at live events, to simplify and reduce remittance for our members.

* SOCAN TARIFF 4.A

Engaged the Copyright Board on tariffs and fees that impact live music companies, specifically where experiential activities are concerned.

* VENUE ADVOCACY

Direct advocacy on behalf of endangered/closing independent venues.



Haviah Mighty at the Canadian Live Music Industry Awards by Andrew Williamson



RESEARCH

* "HEAR AND NOW: UNDERSTANDING THE ECONOMIC POWER AND POTENTIAL OF CANADA'S LIVE MUSIC INDUSTRY"


"Canada's live music industry contributes significantly to the country's cultural fabric and economic vitality. Beyond entertainment, live music events stimulate tourism, support local businesses, and contribute to the cultural identity of communities nationwide."

- Survey respondent


The CLMA, is currently conducting the **first-ever** economic impact assessment of Canada's live music industry "Hear and Now".

- * Quantifying the direct, indirect, and induced economic impacts of the live music sector, including tourism and fiscal impact.
- * Demonstrating live music's estimated social and music industry-related impacts at the national level.
- * Measuring success and identifying opportunities.


STORYTELLING

 A full, comprehensive report on live music's value proposition.

ADVOCACY & PLANNING

 Communicating the value of live music.

RESULTS

 An informed fan, public, & industry, creating wins for all.

* FEDERAL BUDGET 2024

Persistent advocacy efforts paid off in 2023-24, as the CLMA welcomed much needed increases to critical federal programs such as the Canada Music Fund and the Canada Arts Presentation Fund. The work began with the [August 2023 budget submission](#) to the Standing Committee on Finance, then during the Fall Economic Update and a final brief, "[Sound Policy](#)", to the government in January, 2024. The increase to the Canada Music Fund was [acknowledged by the CLMA in this important release](#). Advocacy action was collaborative and impactful:

- * **Future of Live Campaign** - Ongoing [direct meetings](#), [advocacy](#), [open letter](#), and [press conference](#)—advocating for increased support via the Building Communities Through Arts and Heritage (BCAH) program and Canada Arts Presentation Fund (CAPF).

- * **Keep Your Promise Campaign** - Co-created and co-led [national advocacy campaign](#) calling on the Federal government to "#KeepYourPromise" and increase the Canada Music Fund.

* OTHER ADVOCACY

- Music Tourism presentation at Tourism Industry Association of Canada Congress, to inspire Canada's tourism sector to intensify its collaborations and work with live music.
- Attended BC Music Round table led by Minister Lana Popham to feed into province-wide dialogue on live music policy, funding and future.
- Attended National Tourism Sector Associations meeting, hosted by Destination Canada to ensure live music representation.
- Presented to the City of Ottawa in favour of a National Capital Region Nightlife Strategy.
- City of Ottawa Finance and Corporate Services Planning, Housing Committee presentation on advancing live music activity

**LIVE MUSIC IS AN ECONOMIC POWERHOUSE.
DATA TELLS OUR STORY.**

THE NEXT STAGE

SECTOR DEVELOPMENT & NETWORKING

MEMBER MEETINGS PROGRAM



- * Member Meetings regularly gather CLMA members by subsector cohort to facilitate information, insight, and resource sharing.
- * “Industry Brief” report will be generated for membership, consolidating the findings and trends emerging from these meetings.
- * Meetings will be conducted via videocall, and will include festivals, independent venues, promoters, arenas & major venues, marketing and publicity, and more.

LIVE U



Sergio Parra speaking at Folk Music Ontario

- * Live U programming focuses on hard-skills and professional development, with the goal of fostering a diverse and knowledgeable talent pool to meet employment demands.
- * Sessions are conducted in person and via Zoom, providing access from coast to coast, and are led by national and international thought leaders.
- * Session topics included:
 - Safe spaces training through Good Night Out;
 - Direct Q&A sessions with event insurance professionals;
 - Collaborative workshops on festival workforce trends;
 - A cutting-edge series about the intersection of artificial intelligence, virtual reality, and live music.

THE NEXT STAGE



The Next Stage: Vancouver by Andre Chan

- * B2B networking events bringing together local live music and corporate leaders to open development and partnership opportunities. 2024 programming included events in Ottawa and Vancouver
- * Each event features performances by local artists, a fireside chat with local live music and corporate leadership, and a curated networking period.
- * The Next Stage events have led to significant partnerships, bookings, and ongoing relationships between businesses and live music orgs.

“Through the event the Vancouver Whitecaps [Football Club] **hired our label to curate their Indigenous Celebration game.** We were able to hire Indigenous performers outdoors for their pregame patio party, as well as anthem singing and a halftime performance.”

Vancouver attendee

8TH CANADIAN LIVE MUSIC INDUSTRY AWARDS

Co-produced with



Presented by



Tao-Ming Lau



Johnny Fay and Paul Langlois of The Tragically Hip

Photos by Andrew Williamson

- * The CLMIAs are the only event bringing all of Canada's live music industry together for a night of networking, celebration, and recognition of excellence.
- * Awards recognize venues, festivals, agents, tour staff, community builders, lifetime achievement, and more.
- * This year's show took place on June 4, 2024 as part of CMW and brought together more than 450 Canadian live music community members. The show was hosted by Haviah Mighty and featured performances from Ari Hicks, Kingfish, and The Pursuit of Happiness. Deadmau5, The Tragically Hip, Jake Gold, and Marsha Vlasic spoke from stage.
- * 2024 winners included Tao-Ming Lau (Agent of the Year), Inside LIVE! (Community Impact), Mark Monahan (Industry Impact), Shambhala Music Festival (Major Festival of the Year, HISTORY Toronto (Major Venue of the Year), Chelsea O'Neil (Your Future Boss), and more.

Thank you to our other sponsors:



IN THE COMMUNITY



Maddy Oliver speaking at Women in Music Canada Honours

* SUPPORTING COMMUNITY DEVELOPMENT

The CLMA and its staff work hard in- and out-of-office to local community and music development. This includes:

- Delivering lectures and keynote addresses on the economic, social and culture value and power of live music, including:
 - Canadian Music Week
 - Humber College
 - Breakout West
 - Ottawa Board of Trade Business Growth Survey, and more
- Partnerships with key industry developers like International Indigenous Music Summit and Capital Music Awards.
- Supporting the development of industry initiatives like Young Music Professionals.

* AWARDS & ACCOLADES

President & CEO Erin Benjamin was recognized with the "Change Maker of the Year" award at the Women in Music Canada Honours event, and in October received the prestigious "Estelle Klein Lifetime Achievement Award" at Folk Music Ontario.



Erin Benjamin speaking at Tourism Industry Association of Canada Conference



LOOKING FORWARD

* ADVOCACY & AWARENESS

- Working towards increased, permanent investment in the Canada Music Fund with funding earmarked for live music
- Championing access to funding for independent “for-profit” live music businesses
- Building on relationships with provincial leadership, communicating the economic, social, and cultural value of live music activity
- Strengthening relationships with and support from Business Improvement Areas and Destination Marketing Organizations across Canada
- Building relationships and collaborative partnerships with corporate Canada, communicating the value of investment in live music
- Continuing to return Closing the Gap study to address ongoing, systemic challenges

* MEMBERSHIP

- Continue to enhance membership experience and provide opportunities for engagement
- Communicate membership value to live music community

* SECTOR DEVELOPMENT & NETWORKING

- Continued growth of The Next Stage programming across the country.
- Continued refinement of targeted, impactful Live U programming
- Delivering the Live Music Industry Awards in partnership with Canadian Music Week
- Ongoing delivery of Member Meetings Program and regular Industry Briefings

* RESEARCH

- Release of Canada’s first-ever economic impact assessment, “Hear and Now”, coming in January 2025
- Increase of sector data and analyses to support member business growth
- Launch of professional survey to benchmark key industry data on an ongoing basis



CONTACT US

Email
staff@canadianlivemusic.ca

Website
canadianlivemusic.ca

Address
450 Churchill Avenue N
Ottawa, ON

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